



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

Contract # 339357

Schedule Dates	10/31/12-11/06/12	Date Entered	10/30/12
Advertiser	Pol/Iss/NC Supreme Court Race (17043)	Last Modified	10/30/12
Agency	Innovative Advertising (2144)	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No
Brand	1039 (140777)	Headline #	06400384
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	GUERRA, HEIDI	Package Deal	
Phone/Fax		Commission %	15.00
CPE	1023	Commission	\$11,831.25
Account Types	National/Political	Net Total	\$67,043.75
Billing Type	Standard	Sales Tax	

Comments: NC SUPREME COURT

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Charlotte (WSOC)	Spots	Rate
By Broadcast Month		
Nov. 2012	57	\$78,875.00
Grand Total:	57	\$78,875.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/31/12-11/02/12	3	:30	4:30A-4:59A (EST)									3	\$275.00	\$825.00	Charlotte (WSOC)		10/30/12
2.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	4:30A-4:59A (EST)		1	1						2	\$275.00	\$550.00	Charlotte (WSOC)		10/30/12
3.0	Normal Line / Spot	10/31/12-11/02/12	2	:30	5A-5:30A (EST)				1	1	1			3	\$650.00	\$1,950.00	Charlotte (WSOC)		10/30/12
4.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	5A-5:30A (EST)		1	1						2	\$650.00	\$1,300.00	Charlotte (WSOC)		10/30/12
5.0	Normal Line / Spot	10/31/12-11/02/12	2	:30	5:30A-6A (EST)				1	1	1			3	\$700.00	\$2,100.00	Charlotte (WSOC)		10/30/12
6.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	5:30A-6A (EST)		1	1						2	\$700.00	\$1,400.00	Charlotte (WSOC)		10/30/12
7.0	Normal Line / Spot	10/31/12-11/02/12	2	:30	8A-9A (EST)				1	1	1			3	\$1,600.00	\$4,800.00	Charlotte (WSOC)		10/30/12
8.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	8A-9A (EST)		1	1						2	\$1,600.00	\$3,200.00	Charlotte (WSOC)		10/30/12
9.0	Normal Line / Spot	10/31/12-11/02/12	3	:30	9A-10A (EST)				1	1	1			3	\$500.00	\$1,500.00	Charlotte (WSOC)		10/30/12
10.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	9A-10A (EST)		1	1						2	\$500.00	\$1,000.00	Charlotte (WSOC)		10/30/12
11.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	9A-10A (EST)								1	1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		10/30/12
12.0	Normal Line / Spot	10/31/12-11/02/12	3	:30	10A-11A (EST)				1	1	1			3	\$600.00	\$1,800.00	Charlotte (WSOC)		10/30/12
13.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	10A-11A (EST)		1	1						2	\$600.00	\$1,200.00	Charlotte (WSOC)		10/30/12
14.0	Normal Line / Spot	10/31/12-11/02/12	2	:30	12P-1P (EST)				1	1	1			3	\$650.00	\$1,950.00	Charlotte (WSOC)		10/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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15.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	12p- 1p (EST)	1	1							2	\$650.00	\$1,300.00	Charlotte (WSOC)		10/30/12
16.0	Normal Line / Spot	10/31/12-11/02/12	3	:30	5:30p- 6p (EST)				1	1	1			3	\$1,700.00	\$5,100.00	Charlotte (WSOC)		10/30/12
17.0	Revised Line / Spot	11/05/12-11/05/12	3	:30	5:30p- 6p (EST)	2											Charlotte (WSOC)		10/30/12
17.1	Normal Line / Spot	11/05/12-11/06/12	3	:30	5:30p- 6p (EST)	1	1							2	\$1,700.00	\$3,400.00	Charlotte (WSOC)		10/30/12
18.0	Normal Line / Spot	10/31/12-11/02/12	3	:30	6p- 6:30p (EST)				1	1	1			3	\$2,000.00	\$6,000.00	Charlotte (WSOC)		10/30/12
19.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	6p- 6:30p (EST)	2								2	\$2,000.00	\$4,000.00	Charlotte (WSOC)		10/30/12
20.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	7p- 7:30p (EST)							1		1	\$900.00	\$900.00	Charlotte (WSOC)		10/30/12
21.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	6p- 6:30p (EST)								1	1	\$2,100.00	\$2,100.00	Charlotte (WSOC)		10/30/12
22.0	Normal Line / Spot	10/31/12-11/02/12	2	:30	7p- 7:30p (EST)				1	1	1			3	\$2,000.00	\$6,000.00	Charlotte (WSOC)		10/30/12
23.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	7p- 7:30p (EST)	2								2	\$2,000.00	\$4,000.00	Charlotte (WSOC)		10/30/12
24.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	8p- 10p (EST)				1					1	\$9,000.00	\$9,000.00	Charlotte (WSOC)		10/30/12
25.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	12p- 3:30p (EST)							1		1	\$3,000.00	\$3,000.00	Charlotte (WSOC)		10/30/12
26.0	Normal Line / Spot	11/03/12-11/03/12	3	:30	3:30p- 7p (EST)							1		1	\$3,500.00	\$3,500.00	Charlotte (WSOC)		10/30/12
27.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	8p- 11:30p (EST)							1		1	\$5,500.00	\$5,500.00	Charlotte (WSOC)		10/30/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

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OCT30/12 13.22
*** WSOC-TV ***

REP. # OFF. # 220 SALESMAN #

BUYER NAME HEIDI GUERRA

SALES PRSN PH-NICK WELTE

	CLASS: NATL.	LOCAL	REGIONAL
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FLIGHT DATES OCT29/12 NOV6/12 WK-2

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT30/12	13.22
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CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST # = 1039												

PROGRAM :	NEWS
RA35+ :	1.7

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PROGRAM : NEWS
RA35+   : 1.7
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3	500A-530A	30	\$650.00	10/31	11/2	3	W-F	3
PROGRAM : NEWS								
PA35+ : 2.6								

OCT30/12 13.22
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			500A-530A	30		\$650.00	11/5	11/6	2		M-TU	2
PROGRAM : NEWS												
RA35+ : 2.6												
5			530A-600A	30		\$700.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
RA35+ : 2.6												
6			530A-600A	30		\$700.00	11/5	11/6	2		M-TU	2
PROGRAM : NEWS												
RA35+ : 2.6												
7			800A-900A	30		\$1,600.00	10/31	11/2	3		W-F	3
PROGRAM : GMA												
RA35+ : 4.9												
8			800A-900A	30		\$1,600.00	11/5	11/6	2		M-TU	2
PROGRAM : GMA												
RA35+ : 4.9												
9			900A-1000A	30		\$500.00	10/31	11/2	3		W-F	3
PROGRAM : LIVE WITH KELLY												
RA35+ : 2.7												
10			900A-1000A	30		\$500.00	11/5	11/6	2		M-TU	2
PROGRAM : LIVE WITH KELLY												
RA35+ : 2.7												
11			900A-1000A	30		\$1,500.00	11/4	11/4	1		SUN	1
PROGRAM : THIS WEEK												
RA35+ : 1.7												
12			1000A-1100A	30		\$600.00	10/31	11/2	3		W-F	3
PROGRAM : KATIE												
RA35+ : 3.0												
13			1000A-1100A	30		\$600.00	11/5	11/6	2		M-TU	2
PROGRAM : KATIE												
RA35+ : 3.0												

OCT30/12 13.22
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
14			1200N-100P	30		\$650.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
RA35+ : 3.6												
15			1200N-100P	30		\$650.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
RA35+ : 3.6												
16			530P-600P	30		\$1,700.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
RA35+ : 5.1												
17			530P-600P	30		\$1,700.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
RA35+ : 5.1												
18			600P-630P	30		\$2,000.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
RA35+ : 6.3												
19			600P-630P	30		\$2,000.00	10/29	10/29	2		MON	2
PROGRAM : NEWS												
RA35+ : 6.3												
20			700P-730P	30		\$900.00	11/3	11/3	1		SAT	1
PROGRAM : NEWS												
RA35+ : 4.3												
21			600P-630P	30		\$2,100.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS												
RA35+ : 6.1												
22			700P-730P	30		\$2,000.00	10/31	11/2	3		W-F	3
PROGRAM : INSIDE EDITION												
RA35+ : 6.3												
23			700P-730P	30		\$2,000.00	11/5	11/5	2		MON	2
PROGRAM : INSIDE EDITION												
RA35+ : 6.3												

REP HEADLINE# 6400384
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT30/12 13.22
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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24			800P-1000P	30		\$9,000.00	11/5	11/5	1		MON	1
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PROGRAM : DANCING WITH THE STARS
 RA35+ : 11.8

25			1200N-330P	30		\$3,000.00	11/3	11/3	1		SAT	1
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PROGRAM : COLLEGE FOOTBALL
 RA35+ : 6.5

26			330P-700P	30		\$3,500.00	11/3	11/3	1		SAT	1
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PROGRAM : COLLEGE FOOTBALL
 RA35+ : 7.0

27			800P-1100P	30		\$5,500.00	11/3	11/3	1		SAT	1
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PROGRAM : COLLEGE FOOTBALL
 RA35+ : 8.5

NOV/12			78875.00									
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CONTRACT TOTAL 78875.00
 TOTAL SPOTS 57

MARKET TOTALS \$213,175 WSOC 37% WBTW 35% WCNC 17% WCCB 8% WJZY 2% WMYT 0% WAXN 1%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*